



NAMAD
DEALER SERVICES

- Discounted pricing for new and used car leads
- Internet sales process training
- Monthly sales tips
- Exposure on Autobyte!'s network of popular websites
- Lead treatments to help dealers close more sales

iControl by Autobyte!

iControl by Autobyte! puts **you** in control, giving you intelligent Internet leads and increased new car sales.

Select your leads. Configure multiple territories. It's all about **you**!

We understand that you want more leads for the cars you need to sell the most and fewer leads for cars that are in high demand. That's why iControl by Autobyte! lets **you** choose the leads that match your inventory, sales and marketing needs from the sources **you** know perform the best in the territories **you** know produce sales.

After all, you should be able to choose leads based on your dealership's unique opportunities and challenges. Especially these days when you need to customize your marketing spend more than ever!

How it's different.

iControl by Autobyte! gives you the control to select your leads and configure multiple territories by lead source group, model or a combination of both.

1) Lead Source

You select your leads from five basic website categories that match your particular needs.



| CATEGORY | TYPE OF CUSTOMER / WEBSITE |
|------------------|---|
| Research Sites | <ul style="list-style-type: none"> • 100% automotive focused • Typically lower funnel, in-market customers • In-depth vehicle information, reviews and shopping tools |
| "Quote" Sites | <ul style="list-style-type: none"> • Connect consumers to dealers via quote form • Consumers usually acquired via paid search • No automotive content |
| Buying Sites | <ul style="list-style-type: none"> • Automotive is amongst suite of industries covered • Focus is on shopping/buying tips • Provide light automotive research and buying tools |
| Enthusiast Sites | <ul style="list-style-type: none"> • "Gear Head" automotive enthusiasts • Traffic is typically not restricted to in-market consumers • Provide in-depth vehicle information and research tools |
| Portal Sites | <ul style="list-style-type: none"> • General information with an automotive section • Provide in-depth vehicle research and information tools |

FOR MORE INNOVATION CALL 1-877-739-0158



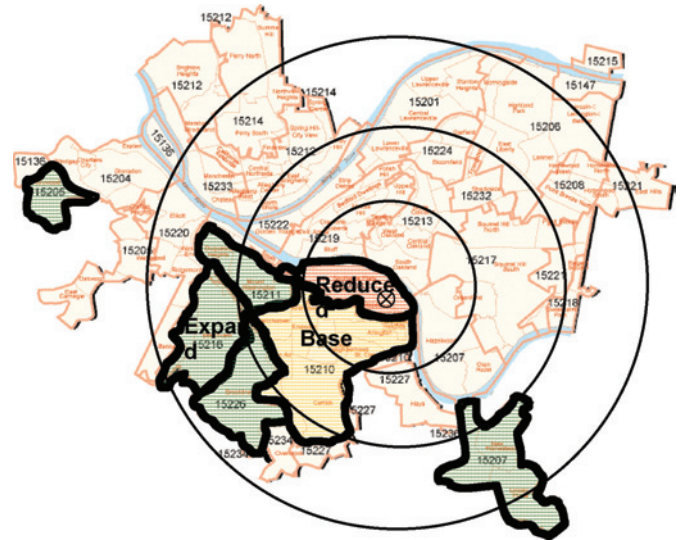
NAMAD ENDORSED
Exclusive third-party lead provider

2) Territory

iControl by Autobytel lets you define territories by zip code or radius so you can make smart territory choices that work with your demographics and geography.

3) Model

You select the models you want for each source group and territory so you push the vehicles you need to sell, due to high inventory, days on the lot, or other factors, while reducing or eliminating leads for those hot models that are already in high demand!



iControl by Autobytel gives you three territories: a Base (usually your PMA/DMA), an Expanded territory beyond your base, and a Reduced territory.



Robust reporting console.

iCONTROL BY AUTOBYTEL BENEFITS

- Completely configurable by make, model, and source.
- Ability to target specific inventory issues.
- Works in a central or decentralized model - individual dealers can adjust settings or they can be managed by corporate office.
- Easy to expand or contract territory for a specific model at all dealerships by zip code or radius.
- Easy to block or restrict leads by source or model.
- Reaches the customers that are most likely to buy your product in your market.